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SNEAK PEAK: 1ST PHOTOS OF HURST/HEMI® CHALLENGER & HURST PERFORMANCE VEHICLES WEBSITE TO GO LIVE 11/4

Placentia, Calif. (November 3, 2008) — Photos of the new 2009 Hurst/Hemi Challenger – which is currently being prepped for its debut at the SEMA Show in Las Vegas – are now online. Hurst Performance Vehicles will launch its new website, www.HurstPerformanceVehicles.com, tomorrow morning. The new site will function as a virtual showroom for the upcoming 2009 Hurst/Hemi® Challenger, as well as other Hurst Performance Vehicles due to be announced in the near future.

In the coming months the website will feature photos, specs, drive reports and more on the Hurst/Hemi Challenger program. The website will also be updated with photos and video from the 2008 SEMA show press conference being held on Tuesday, November 4, at 3:30pm.

“We’re very excited about the upcoming debut at SEMA, and the new site will deliver all the images, information and excitement of the press conference to our friends, customers and enthusiasts that couldn’t attend the show,” said Nate Shelton, Chairman of Hurst Performance.

Please check the website for updates from the 2008 SEMA show, including photos of the Hurst/Hemi® Challenger unveiling and the latest news from the Hurst Performance press conference.

Founded in 1958, Hurst Performance is one of the most recognized and revered names in the automotive performance arena. The Hurst brand has long been synonymous with speed, performance and quality, with an impressive track-record of pioneering high performance products and vehicles for all forms of motorsports and hot-rodding. Hurst was one of the first specialty companies to partner with the OEMs and bring enthusiasts limited edition performance vehicles like the legendary Hurst/Olds 442. For more information please visit www.HurstPerformanceVehicles.com.